

# Marketing Rave Guardian to Your Community

*Redefining Your Community  
Outreach Strategy*



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# Introduction

One of the biggest challenges facing higher education is the ability to connect and engage with students. For campus safety officials, the friction between themselves and their communities adds to the challenge when it comes to communicating important safety information. To overcome this, safety officials must work to increase positive visibility on campus and expand their modes of communication to reach a current generation of students who are constantly on their mobile devices.

With the **Rave Guardian mobile app**, you can build positive community relationships by engaging directly with students via texting

and anonymous tip reporting, as well as by providing sought-after resources through an in-app content portal and campus directory.

This guide will offer best practices to help you promote Rave Guardian to your communities, including different ways you can collaborate with student groups and university departments to increase visibility on campus, how to position the app as both a safety tool and all-purpose campus resource, and creative ways to increase student adoption.



# GETTING IN FRONT OF YOUR COMMUNITY

# Student Orientation

Student orientation provides a unique opportunity for campus safety officials to get in front of a large portion of the student body. Many colleges and universities have mandatory trainings and workshops for incoming students while they are on campus for orientation. These often include presentations on Title IX, the Student Code of Conduct, review on plagiarism and academic dishonesty, and an overview of common campus resources and services, such as the mailroom, Office of Transportation, Accounting, Student Affairs and the Department of Campus Safety.

Use this time to educate students on the numerous safety initiatives available to them on campus. Give a brief 5-minute presentation on the Rave Guardian mobile app and its features, as well as its use as both a safety tool and general campus resource. Highlight features of the Rave Guardian app you think will appeal to students, such as the anonymous reporting feature and university contact directory.

There is also time during student orientation for other departments to pitch in and help. The Office of Residential Life is often busy hosting social events or informal meetings where students can meet their Resident Advisor (RA) and other students living in their building. This typically includes a review of housing expectations and available resources for students. This is a perfect time for the Office of Residential Life to educate students on the Rave Guardian app and its features. Each RA can have students download the app and walk them through the registration process, show them where they can find the Office of Residential Life's contact information, and have roommates test out the Safety Timer together.



**KEY TIP:**  
Orientation is your single best opportunity to drive adoption.

Encourage students to download before the presentation is over.



**FUN FACT:**  
Student orientation is the single biggest driver of downloads according to Rave registration data.

# Engage with Student Groups

It's important to form relationships with student organizations on campus that are visible to large portions of your community and where students feel their voices are heard. For example, the Student Government Association (SGA), an extremely visible organization on campus, actively works as a bridge between students and the administration, or the Student Activities Board, which focuses on bringing social and cultural events to campus for students.

To join these organizations, students typically must be elected or nominated by their peers. Students across campus look toward these organizations to lead and represent them. Just like students turn to these organizations when they want their voices to be heard by administrators, these organizations can also disperse information about campus-wide initiatives and resources aimed at student safety from institution officials.

While you must focus on student organizations with a large reach into your school's community, keep in mind all of the smaller clubs and groups that exist on your campus. To reach these students, start by targeting the student leaders of each organization and ask them to forward information to their contact lists or pass out materials at the next club meeting.

Set up a booth during your school's student organization fair. This is a great time to educate students as they walk around and sign up for new activities. You'll probably notice many clubs doing creative things to attract students to their tables. Take notice and follow their lead. You'd be surprised how far a small giveaway or free piece of candy can go in getting a student to sign-up for something!



## KEY TIP:

**Build a coalition of student leaders and groups to help promote Rave Guardian on campus.**

# Collaborate with Academic Departments

Students spend a significant amount of time in class, working on assignments, and interacting with faculty and students within their chosen major and/or minor academic departments. Work with departments who bring speakers to campus or are hosting extracurricular events, such as film screenings. See if you can spend two minutes before the event discussing recent campus safety news and the Rave Guardian mobile app. Set up a small table outside the venue to engage students as they enter and leave the event.

Some academic departments might be better suited to establish a working relationship with campus safety than others. Try reaching out first to the Department of Gender and Women's Studies and Department of Anthropology and Sociology. Include nonacademic departments, such as the Center for Cultural Diversity and campus-run programs for the LGBTQA+ community on the list. These departments are historically made up of students who are active and engaged on campus, teach

curriculum focused on the study of marginalized people and inclusivity, and organize events and speakers that raise awareness about inequalities on campus such as concerns for student safety.

Faculty in these departments will appreciate your cooperation and will want you to spend time informing their students how they can keep their friends and themselves safe on campus. Be sure to highlight features of the app that will resonate with these students' perception of campus safety. The Safety Timer is a tool for students to feel safer when walking home alone from studying or the gym late at night. The anonymous tips feature can be useful for the LGBTQA+ community and for minorities on campus to report hate crimes, incidents of racism or homophobia, harassment and more. Be sure to acknowledge these students' concerns and educate them on tools and resources being offered on campus to mitigate these fears.



## KEY TIP:

Identify like minded departments that will use Rave Guardian to further their mission.

# Partner with University Programs and Campaigns



## HEALTH AND WELLNESS SERVICES:

Work with the Office of Student Health and Wellness and educate staff on different safety initiatives happening on campus, including the promotion of the Rave Guardian mobile app. Include the contact information for your school's counseling center, specifically its 24/7 emergency hotline information, as well as hours of operation and links to sign up for a counseling sessions, inside the campus directory.

Provide information for student health clinics, local hospitals, urgent care and popular pharmacies near campus. Many college-age students struggle with mental health issues and have difficulties reaching out for help or asking others for contact information. Having this information available to them, along with the anonymous chat feature, will provide options should they seek help for their mental health struggles.



# Partner with University Programs and Campaigns

## DRUG AND ALCOHOL TRAINING:

Most schools require incoming freshman to complete mandatory drug and alcohol safety training before arriving to campus in the fall. Even though these online courses are provided by third-party vendors, there are still opportunities to insert Rave Guardian sign up into this process.

Once students have successfully completed the requirements for the third-party provider's safety course, direct them to a university or college webpage that instructs students to complete one final step before they're finished. Place a special code (number, text, website link, etc.) inside the Rave Guardian app's resources section. Next, instruct students on how to download the app, register and navigate to the special code. Have them submit the code on the university page to successfully finish the course. You could even have a link in the app that directs them to a "Thank You" page and have students complete the course this way.

# Partner with University Programs and Campaigns

## LIBRARY:

Each campus is likely to have a varying number of libraries on campus. Students are going to be spending many late nights here studying and it's important for them to understand what safety options are available to them when they're leaving the library alone and late at night. Some institutions offer nighttime shuttle services or student drivers, but many don't have the resources for these types of offerings.

The Rave Guardian Safety Timer is a mobile alternative for students who may find themselves in uncomfortable or unsafe situations. Be sure to inform library staff on how Rave Guardian works so they can educate students who may approach them with questions regarding safety when walking home. Place informational flyers and brochures near main entrances and exits, at printing stations, and the library's circulation desk to remain visible to students while they work and to remind them to stay safe when leaving for the night.

# Partner with University Programs and Campaigns

## ATHLETICS:

Try reaching out to your school's athletic director to discuss different ways the athletic department can become more involved with campus and student safety. Have coaches and trainers educate students about personal safety when they are walking home from practice alone or after a late-night training session.

Athletes respect their coaches and are likely to appreciate and listen to their coaches' concerns for their safety off the court or field. Student-athletes also have active voices on campus and having them working with campus safety is a great way to spread awareness to other students.

# Partner with University Programs and Campaigns

## GREEK LIFE & SOCIAL HOSTING:

For student groups looking to host social events on campus, especially one involving alcohol or drugs, require a short student safety review before accepting their application to host if you do not require this already. This review could include requiring those leaders listed on the event-hosting application to download the Rave Guardian mobile app and then reviewing where they can find important contact information in the in-app campus directory in case an incident occurs.

This small step is unlikely to deter students from submitting applications to host social events in the future, but you'll likely see increased rates of student participation throughout the year and know social events on campus just became that much safer.

# Communication Channels

## SOCIAL MEDIA:

Many of our higher education customers are beginning to take advantage of social media, specifically Facebook, Twitter and Instagram, to connect with students on campus. If you do not already have social media accounts for the Department of Campus Safety, reach out to your colleagues in the communications office and ask how to best start this project. These accounts are a great opportunity to highlight campus safety in a fun and creative way.

If you are not able to create your own accounts, ask those in charge of your school's main social media accounts if you can have a Department of Campus Safety social media takeover for a day to promote the office. If not, offer up content on Rave Guardian for them to include during their regular posting schedule. Building a following from your students will take some time, but you'll soon see the benefits of being viewed as a trusted, informative and occasionally humorous university account.

# Communication Channels

## WEBSITE:

One of the first projects you should tackle before announcing Rave Guardian to your community is your school's website. It's important for you to make information for students, faculty and staff, and parents who may have questions about the app, including how to download and register, descriptions of the app's features, and a review of how and when the university will have access to user data and information.

These resources would be appropriate to host in a variety of locations on your website, so work with different departments on campus to see where the best fit is. This may be the Department of Campus Safety's page or housed where other common student resources are located, such as with the Office of Student Affairs or Student Health Services.

# Communication Channels

## NEWSPAPER & CAMPUS DISTRIBUTIONS:

Reach out to the editors of your school's student-run paper and ask if they have any available space for a short safety column in any of their upcoming issues. This column could be a simple "How-To" piece on the sign up process for Rave Guardian, an interview with current students about what campus safety means to them, or a campus security office "spotlight" piece that plugs Rave Guardian at the end.

If your school has its own campus distribution, work with the Office of Communication and have the office include a section on new campus safety initiatives.



**MOTIVATING STUDENTS TO  
DOWNLOAD AND SIGN UP FOR  
RAVE GUARDIAN**



# Promoting Rave Guardian as an All-Purpose Campus App

When promoting Rave Guardian to your community, be sure to highlight how the app can be used outside of emergency situations. Speaking about Rave Guardian as both a student safety app and an all-purpose campus app will help increase student adoption. Only educating students on how the app can be used in high-stress, emergency situations will likely disengage those who perceive their own risk on campus as being relatively low. It can be difficult to create a sense of urgency among college students, so spend some time focusing on the everyday, non-emergency uses of the app.

Build out the call directory feature in the app to include the contact information of offices students use most frequently - including the Office of Residential Life, the Dean of First-Year Students, the Student Health Center and the Counseling Center. When students realize this

information is consolidated in one place, they will be quick to download the app and keep it on their phone's main page. While their initial use of the app is unrelated to campus safety, they will soon become familiar with the app's interface and will be more likely to use the app (and remember how to use it) during future emergencies.

Be sure to add documents and resources to the content hub section. Include student's most used campus resources, such as the school shuttle/bus schedule, campus map, academic calendar and important academic deadlines with the dates for Add/Drop, mid-terms and final exams.



## KEY TIP:

Promote everyday use and resources for regular engagement.

# Using Rave Guardian Sign Up as a Requirement for University Benefits

It's okay if you feel uneasy mandating that all students download Rave Guardian. Forcing adoption won't necessarily make students use the app, and, in fact, might do the exact opposite. There are more productive ways you can engage students to use the app. You can easily make profile registration a required step for students who are seeking university benefits. For students, this will simply be another small step in their application process. For you, it will mean a steady increase of student adoption.

Partner with the Department of Transportation or another group that manages student parking on campus, and see if they would include an app download and sign up as part of their application process to apply for a student parking permit. If your campus offers a bike share/rental program, be sure

to include this when students complete a bike rental application. Does your school have a student lottery system for sporting events? Before students receive their lottery numbers for season passes or game-day tickets have them download and register for Rave Guardian to gain access to the lottery portal.

The trick here is to strategically insert app download and sign up in applications that students will likely fill out to completion, regardless of adding one more additional step to the process. This includes parking permits, especially for commuter or off-campus students, or for organizations wishing to host social events on campus. Trying to require registration for something as stressful and timely as course registration, for example, would likely create undesired consequences.



## KEY TIP:

**Have students show they have registered, not that they downloaded.**

# Thinking Outside the Box to Incentivize Students

It's important you remember to have fun when engaging with students on campus. While there is a time and place to discuss the importance of campus safety and the different ways to use Rave Guardian during an emergency, students are also looking for you to engage with them and acknowledge that you understand how they operate day-to-day on campus. A small incentive or fun giveaway strategically placed inside Rave Guardian can go a long way in building a healthy relationship between the Department of Campus Safety and students.

When you are choosing which departments and resources have contact information listed in the Rave Guardian's campus directory feature, reserve one of the spaces for the local go-to pizza place in town or the popular late-night delivery service. While students will certainly get a laugh out of this, it's also a very smart trick for you. Students will be inclined to download the app and register in order to have quick

access to the late night delivery service.

Strategically placing this contact information at the bottom of the campus directory (or wherever you best see fit), you'll be forcing students to browse through popular campus resources without them even realizing it. Students will already be aware of where to access important information should an emergency arise.

Try offering exclusive giveaways that only exist inside the app. Only students who have the app will be able to retrieve these resources. This could be a voucher for a free coffee at the library café or a coupon to pay off one parking ticket. Students who have the app and redeem these offers will tell their friends of the free giveaways, encouraging them to download the app too. This can be a fun and easy way to watch news of the app spread via word of mouth.



## KEY TIP:

**Add giveaways and promotions so only those who download can see.**

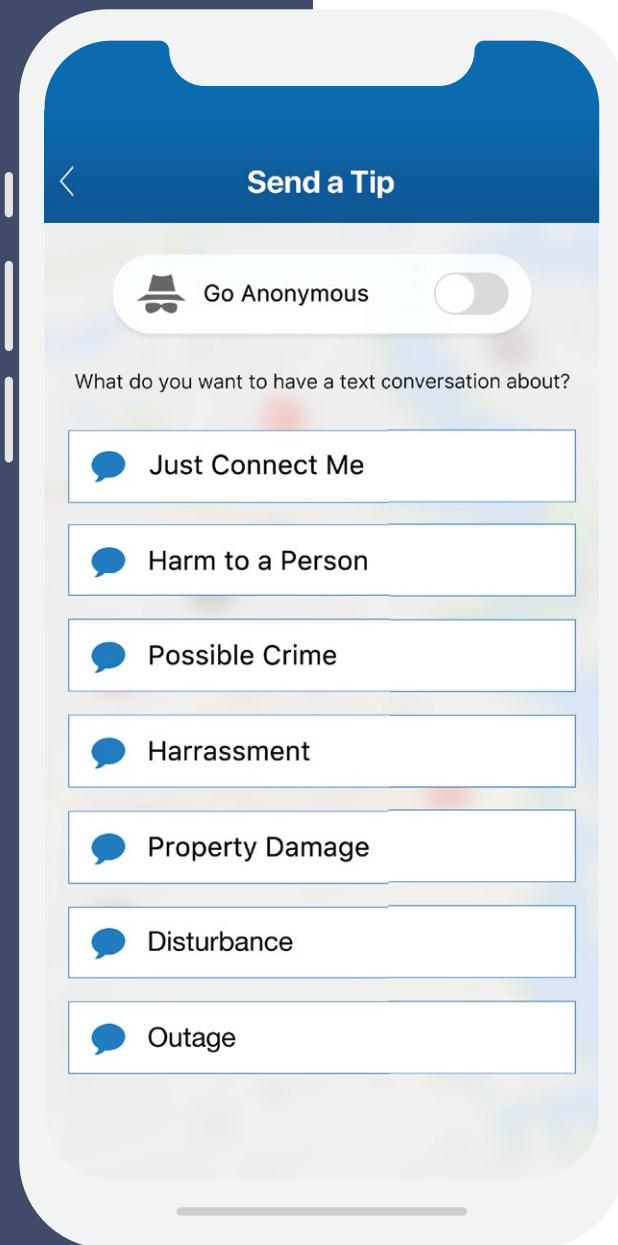


# **RAVE GUARDIAN MOBILE APP**

# Anonymous Tips / Chat

## CONFIGURABLE CATEGORIES

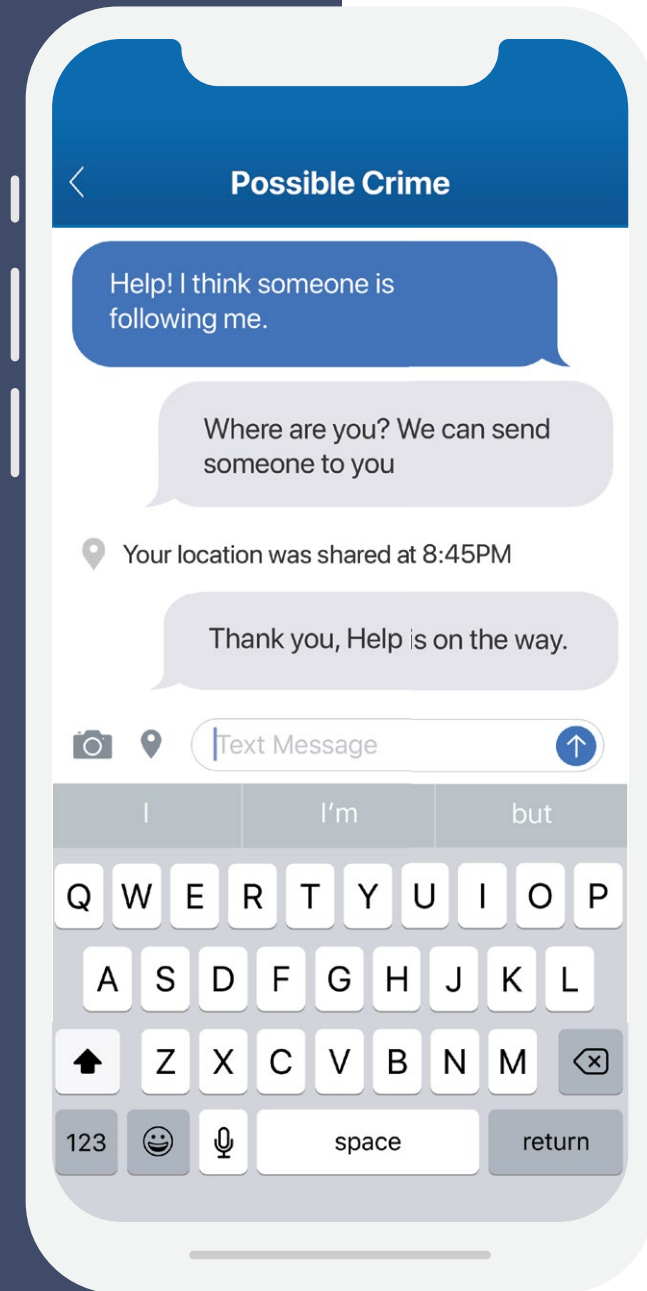
You can include as many customizable chat categories as you wish. When naming these categories, it might be helpful to connect with students to see what language best resonates with them and which specific chat categorizes they are most likely to use.



# Anonymous Tips / Chat

## LOCATION SHARING FEATURE

It's important to be up front about the level of privacy students can expect when using the app. Take time to explain the difference between sharing their location as a one-time capture and streaming their location. While you can certainly spend time talking about different scenarios in which sharing one's location can be beneficial for Campus Safety officials during an emergency, highlight that a chat submission with no location attached is better than no chat submission at all.

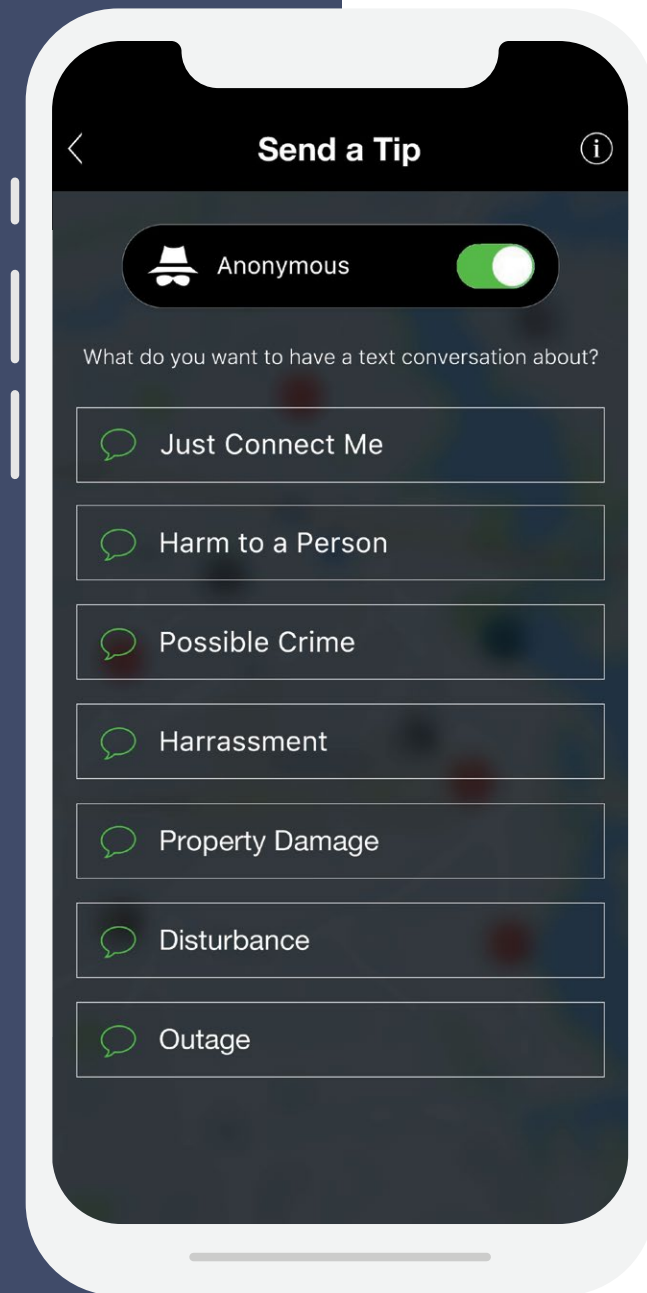


# Anonymous Tips / Chat

## ANONYMOUS MODE

Your conversation on location-sharing should guide you to the anonymous-mode feature of the app. Take time to reiterate how the functionality of the app remains the same while in anonymous mode and that chat submissions are still welcome even when this feature is activated.

*\*This feature is optional and can be made available to students.*



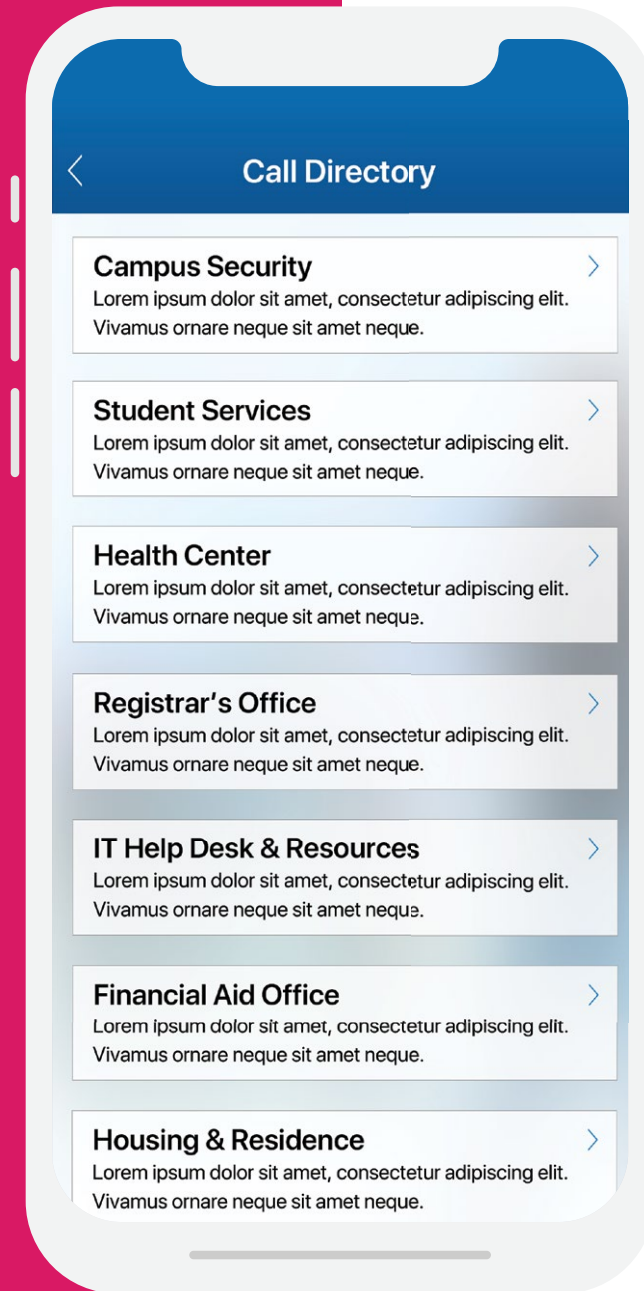
# Contact Directory

## LIST IMPORTANT NUMBERS

Be sure to include important contact information for departments and offices across campus. These can include contact information for the Counseling Center, Student Health Clinic, Local Urgent Care/Hospital, Office of Residential Life and the Dean of Students.

## INCLUDE DESCRIPTIONS

Include important information related to each individual contact. For the Counseling Center or Student Health Clinic, include their hours of operation, location on campus and their 24/7 on-call number.





# Content Hub

## CONFIGURABLE TITLE AND ICONS

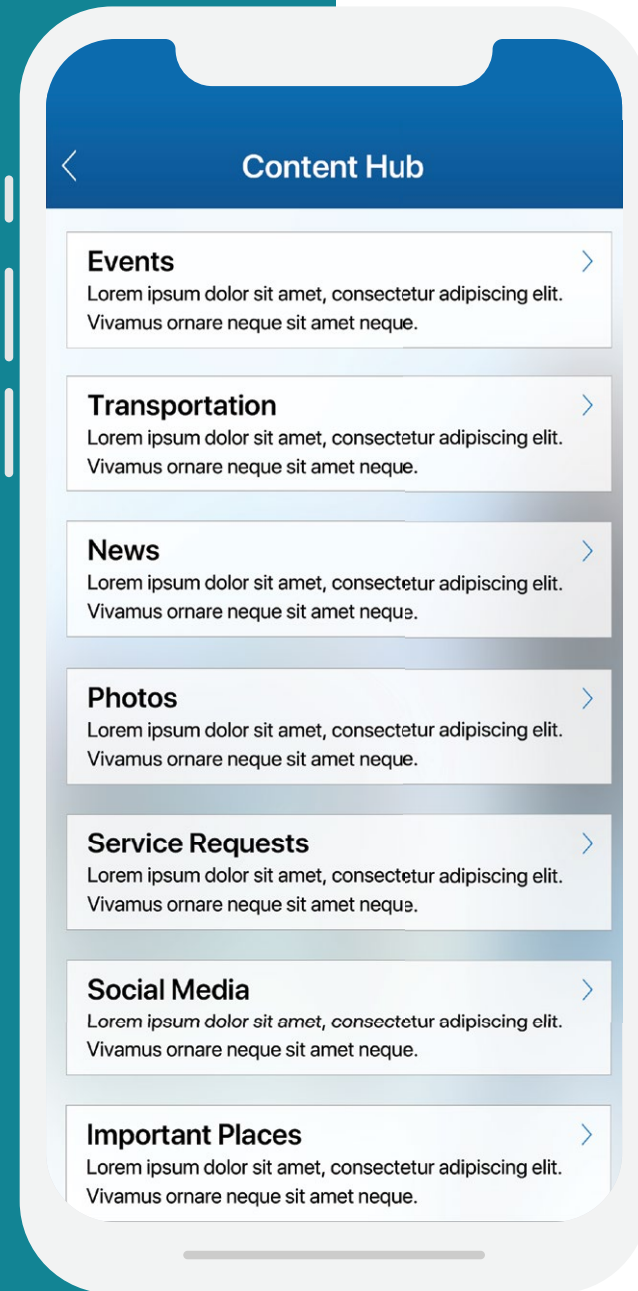
You can rename this feature to best fit your community. Other suggestions include “Campus Resources”, “Student Materials” and “Popular Documents”.

## LIST STRATEGIC RESOURCES

Highlight this feature when educating students on how the Rave Guardian mobile app can be used as an all-purpose campus resource. Include documents students find important or use frequently throughout the day, such as the school shuttle/bus schedule, campus map, academic calendar and important academic deadlines such as final exam week information.

## EASY TO CONFIGURE AND UPDATE LINKS

Update these resources frequently, especially those listed at the top of the directory, to reflect information students find most important throughout the year. Include game-day materials for students as the top resource during football season, such as tailgating and shuttle service information. During mid-terms and final exam week, include information on extended library hours and exam schedules near the top so students can easily access these resources.



# About Rave Mobile Safety

Rave Mobile Safety provides the leading critical communication and data platform trusted to help save lives. Used by leading education and healthcare institutions, enterprises and state and local public safety agencies, the award-winning Rave platform including Rave Alert™, Rave 911 Suite™, Rave Panic Button™, Rave Guardian™, Rave Prepare™ and Rave Eyewitness™ protects millions of individuals. Rave Mobile Safety is headquartered in Framingham, MA.

**For more information, please visit:**

**<https://www.ravemobilesafety.com>.**